



KWWL Television Inc  
500 East 4th St  
Waterloo, IA 5073

Waterfront Strategies --EDI  
3050 K ST NW #100  
WASHINGTON, DC 20007-5108

## Contract # 420656

**Schedule Dates** 10/07/16-10/10/16  
**Advertiser** House Majority PAC (20678)  
**Agency** Waterfront Strategies --EDI (3348)  
**Product** Political - Issue (1105)  
**Brand** Issue (116111)  
**Salesperson** Continental, Washington DC (1465)  
**Sales Office** Katz/Washington DC  
**Buyer Name** Colin,Lawson,  
**Phone/Fax** /  
**CPE** 79/86/4506  
**Account Types** National/Agency Political  
**Billing Type** Standard  
**Comments** TV

**Date Entered** 10/06/16  
**Last Modified** 10/06/16  
**Entered By** Larryn Kruger  
**CO-OP** No  
**Headline #** ECR25324991  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,492.50  
**Net Total** \$25,457.50  
**Sales Tax**

## KWWL NBC (KWWL)

By Broadcast Month	Spots	Rate
Oct. 2016	39	\$29,950.00
<b>Grand Total:</b>	<b>39</b>	<b>\$29,950.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/07/16-10/07/16	1	:30	5:00:04A- Today in Iowa at 5						1			1	\$225.00	\$225.00	KWWL NBC (KWWL)	KWWL Today In Iowa At 5	10/6/16
2.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	5:58:04A- Today in Iowa at 6		1				1			2	\$650.00	\$1,300.00	KWWL NBC (KWWL)	KWWL Today In Iowa At 6	10/6/16
3.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	7:00:04A- TODAY SHOW		1				2			3	\$650.00	\$1,950.00	KWWL NBC (KWWL)	NBC Today Show	10/6/16
4.0	Normal Line / SPOT	10/08/16-10/08/16	1	:30	5:58:35A- SATURDAY TODAY							1		1	\$350.00	\$350.00	KWWL NBC (KWWL)	Saturday Today	10/6/16
5.0	Normal Line / SPOT	10/08/16-10/08/16	1	:30	8:00:04A- Today in Iowa							1		1	\$350.00	\$350.00	KWWL NBC (KWWL)	KWWL Today in Iowa @ 8 - Sat	10/6/16
6.0	Normal Line / SPOT	10/09/16-10/09/16	1	:30	7:00:04A- SUNDAY TODAY SHOW								1	1	\$650.00	\$650.00	KWWL NBC (KWWL)	Sunday Today	10/6/16
7.0	Normal Line / SPOT	10/07/16-10/07/16	1	:30	9:00:04A- TODAY SHOW II						1			1	\$300.00	\$300.00	KWWL NBC (KWWL)	NBC Today Show (9-11A)	10/6/16
8.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	11:00:04A- Access Hollywood Live		1				1			2	\$200.00	\$400.00	KWWL NBC (KWWL)	Access Hollywood	10/6/16
9.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	11:59:15A- KWWL News at Noon		1				1			2	\$225.00	\$450.00	KWWL NBC (KWWL)	KWWL News At Noon	10/6/16
10.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	1:00:04P- DAYS OF OUR LIVES		1				1			2	\$750.00	\$1,500.00	KWWL NBC (KWWL)	Days Of Our Lives	10/6/16

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11.0	Normal Line / SPOT	10/07/16-10/07/16	1	:30	2:00:04P- The Steve Harvey Show						1			1	\$150.00	\$150.00	KWWL NBC (KWWL)	Steve Harvey	10/6/16
12.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	3:00:04P- Jeopardy 2		1				1			2	\$125.00	\$250.00	KWWL NBC (KWWL)	Jeopardy II	10/6/16
13.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	3:30:04P- Who Wants to be a Millionaire		2				1			3	\$125.00	\$375.00	KWWL NBC (KWWL)	Who Wants To Be A Millionaire?	10/6/16
14.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	4:00:04P- Jeopardy		2				1			3	\$450.00	\$1,350.00	KWWL NBC (KWWL)	Jeopardy	10/6/16
15.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	4:30:04P- Inside Edition		1				2			3	\$400.00	\$1,200.00	KWWL NBC (KWWL)	Inside Edition	10/6/16
16.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	4:58:30P- KWWL News at 5		1				1			2	\$950.00	\$1,900.00	KWWL NBC (KWWL)	KWWL News At 5P	10/6/16
17.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	5:59:15P- KWWL News at 6		1				1			2	\$1,500.00	\$3,000.00	KWWL NBC (KWWL)	KWWL News At 6P	10/6/16
18.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	6:30:04P- Wheel of Fortune		1				1			2	\$2,500.00	\$5,000.00	KWWL NBC (KWWL)	Wheel Of Fortune	10/6/16
19.0	Normal Line / SPOT	10/07/16-10/07/16	1	:30	9:59:34P- KWWL News at 10						1			1	\$1,750.00	\$1,750.00	KWWL NBC (KWWL)	KWWL News At 10P	10/6/16
20.0	Normal Line / SPOT	10/07/16-10/10/16	1	:30	10:34:34P- TONIGHT SHOW		1				1			1	\$750.00	\$750.00	KWWL NBC (KWWL)	Tonight Show	10/6/16
20.0.1	Preempt	10/07/16															KWWL NBC (KWWL)	Contract Error/Exception - wrong program number for this night	

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21.0	Normal Line / SPOT	10/08/16-10/08/16	1	:30	10:29:34P- SATURDAY NIGHT LIVE							1		1	\$1,750.00	\$1,750.00	KWWL NBC (KWWL)	Saturday Night Live	10/6/16
22.0	Normal Line / SPOT	10/10/16-10/10/16	1	:30	6:58:30P- THE VOICE		1							1	\$3,500.00	\$3,500.00	KWWL NBC (KWWL)	The Voice-NBC	10/6/16
23.0	Normal Line / SPOT	10/07/16-10/07/16	1	:30	8:00:04P- DATELINE NBC						1			1	\$1,500.00	\$1,500.00	KWWL NBC (KWWL)	Dateline Fri 9e/8c-NBC	10/6/16

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